CLAIMS:

1.   A system for distributing and generating at a
remote site product redemption coupons comprising:

(a) a centrally located repository of electronically
stored product redemption coupon data;

(b) transmission means operatively associated with
said centrally located repository for providing data
communication between said repository and a plurality of
remote user computers; and

(c) a remote user computer operatively associated
with said transmission means, said remote user computer
comprising

interface means for providing user interaction
with said centrally located repository,

a memory,

a coupon data management program for requesting
coupon data from said centrally located repository, for
storing in said memory coupon data transmitted from said
centrally located repository, and for generating printable
coupon data from said stored coupon data, and

a coupon output buffer operatively associated
with said data management program for storing said printable
coupon data generated by said coupon data management program;

whereby a user of the remote computer is able to
request coupon data to be transmitted from said centrally
located repository, and said user is able to instruct said
computer to output product redemption coupons generated from
said transmitted coupon data.

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2.   The system of claim 1 further comprising a printer operatively associated with said coupon output buffer for printing product redemption coupons from said printable coupon data stored in said coupon output buffer.

3.   The system of claim 1 further comprising means for enabling transmission of said printable coupon data from said coupon output buffer to said centrally located repository for electronic coupon redemption.

4.   The system of claim 2 wherein said coupon data management program enables a user to select desired coupon data from said transmitted coupon data and wherein said selected coupon data is stored in said memory;

whereby said user is able to instruct said computer to print product redemption coupons generated from said selected coupon data.

5.   The system of claim 4 wherein data indicative of said stored selected coupon data is transmitted to said centrally located repository for subsequent processing and analysis.

6.   The system of claim 5 wherein certain of said stored selected coupon data is printed, and wherein data indicative of said printed coupons is transmitted to said centrally located repository for subsequent processing and analysis.

7.   The system of claim 4 wherein said coupon data management program further comprises means for sorting said selected coupon data by a predetermined classification and wherein said sorted coupon data is stored in said memory.

8.   The system of claim 2 wherein said coupon data management program further comprises list generation means for generating a list of purchase items.

9.   The system of claim 8 wherein said list generation means automatically generates a list of purchase items correlated to said stored coupon data.

10.   The system of claim 9 wherein said list generation means allows the user to add thereto purchase items not associated with said stored coupon data.

11.   The system of claim 8 wherein said list generation means allows the user to select certain items and wherein coupon data associated with at least some of said selected items is generated into printable coupon data and printed by said printer.

12.   The system of claim 8 wherein said purchase item list generation means sorts said purchase items thereon in a manner correlated to an expected organization of purchase items in a desired store.

13. The system of claim 12 wherein data representative of the expected organization of purchase items in the desired store is provided by said centrally located repository.

14. The system of claim 2 wherein said printable coupon data is generated additionally from user-specific data stored in said memory;

whereby said product redemption coupons printed by said printer comprise information related to the transmitted coupon data and to the particular user of the remote computer.

15. The system of claim 14 wherein said coupon data management program enables the generation and printing of a particular product redemption coupon only once.

16. The system of claim 15 wherein said user-specific data comprises an identification indicia unique to the particular user of the remote computer;

whereby each of said product redemption coupons printed by said printer is thus unique.

17. The system of claim 16 wherein said unique product redemption coupon comprises a bar code encoded with said identification indicia of said user.

18. The system of claim 2 wherein said coupon data comprises an expiration date field indicative of a coupon expiration date, and wherein said coupon data management

program further comprises means for deleting said coupon data when said coupon expiration date has been reached or passed.

19.   The system of claim 2 wherein said coupon data comprises an expiration date field indicative of a coupon expiration date, and wherein said centrally located repository deletes certain coupon data from said remote user computer when said coupon expiration date has been reached or passed.

20.   The system of claim 2 wherein said coupon data comprises a redemption amount field indicative of a coupon redemption amount, and wherein said coupon management program varies said redemption amount field of certain coupon data.

21.   The system of claim 2 wherein said coupon data comprises a redemption amount field indicative of a coupon redemption amount, and wherein said centrally located repository varies said redemption amount field of certain coupon data.

22.   The system of claim 2 wherein said coupon data management program comprises means for collecting user-specific data and for transmitting collected user-specific data to said centrally located repository for subsequent processing and analysis.

23.   A system for issuing, distributing, remotely generating and redeeming product redemption coupons comprising:

(a) a centrally located repository of electronically stored product redemption coupon data, wherein said coupon data is provided by a coupon issuing center;

(b) transmission means operatively associated with said centrally located repository for providing data communication between said repository and a plurality of remote user computers;

(c) a remote user computer operatively associated with said transmission means, said remote user computer comprising

interface means for providing user interaction with said centrally located repository,

a memory,

a coupon data management program for requesting coupon data from said centrally located repository, for storing in said memory coupon data transmitted from said centrally located repository, and for generating printable coupon data from said stored coupon data, and

a coupon output buffer operatively associated with said data management program for storing said printable coupon data generated by said coupon data management program;

(d) a printer operatively associated with said coupon output buffer for printing product redemption coupons from said printable coupon data stored in said coupon output buffer;

(e) product checkout means located at a consumer store for providing discount amounts correlated to said printed product redemption coupons when said coupons are presented by a consumer in association with a product purchase;

(f)   redemption information collection means for reading from said coupons redemption information and for storing redemption information regarding coupons presented by a consumer in association with a product purchase and for providing said redemption information to a coupon issuing center for subsequent analysis; and

(g)   a coupon issuing center for issuing additional product redemption coupon data to said centrally located repository, said coupon issuing center comprising marketing data analysis means for issuing said additional product redemption coupon data based upon said redemption information provided by said redemption information collection means;

whereby a user of the remote computer is able to request coupon data to be transmitted from said centrally located repository, instruct said computer to print product redemption coupons generated from said transmitted coupon data, present said printed coupons at a consumer store and receive a discount amount, and whereby information related to the consumers' redemptions is supplied to the coupon issuing center and used as a basis to determine effective subsequent coupon distribution.

24.   The system of claim 23 wherein:

said coupon data management program enables a user to select desired coupon data from said transmitted coupon data;

said selected coupon data is stored in said memory,

data indicative of said stored selected coupon data is transmitted, via said centrally located repository, to said coupon issuing center; and

said marketing data analysis means at said coupon issuing center additionally bases the issuance of additional product redemption coupon data on said selected coupon data.

5   25. The system of claim 24 wherein:

certain of said stored selected coupon data is printed;

data indicative of said printed coupons is transmitted, via said centrally located repository, to said

10   coupon issuing center; and

said marketing data analysis means at said coupon issuing center additionally bases the issuance of additional product redemption coupon data on said printed coupon data.

15   26. The system of claim 23 wherein said printable coupon data is generated additionally from user-specific data stored in said memory;

whereby said product redemption coupons printed by said printer comprise information related to the transmitted

20   coupon data and to the particular user of the remote computer.

27. The system of claim 26 wherein said coupon data management program enables the generation and printing of a particular product redemption coupon only once.

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28. The system of claim 27 wherein said user-specific data comprises an identification indicia unique to the particular user of the remote computer;

whereby each of said product redemption coupons

30   printed by said printer is thus unique.

29. The system of claim 28 wherein said unique product redemption coupon comprises a bar code encoded with said identification indicia of said user.

30. The system of claim 23 wherein said coupon data comprises an expiration date field indicative of a coupon expiration date, and wherein said coupon data management program further comprises means for deleting said coupon data when said coupon expiration date has been reached or passed.

31. The system of claim 30 wherein said coupon data comprises an expiration date field indicative of a coupon expiration date, and wherein said coupon data management program deletes certain coupon data from said remote user computer when said coupon expiration date has been reached or passed.

32. The system of claim 23 wherein said coupon data comprises a redemption amount field indicative of a coupon redemption amount, and wherein said centrally located repository varies said redemption amount field of certain coupon data.

33. The system of claim 23 wherein:
said coupon data management program comprises means for collecting user-specific data and for transmitting collected user-specific data, via said centrally located repository, to said coupon issuing center; and

said marketing data analysis means at said coupon issuing center additionally bases the issuance of additional product redemption coupon data on said user-specific data.

34. A method for printing product redemption coupons at a remote user computer site comprising the steps of:

(a) requesting a centrally located repository of electronically stored product redemption coupon data to transmit said coupon data to said remote user computer;

(b) storing in a memory associated with said remote user computer coupon data transmitted from said centrally located repository,

(c) generating printable coupon data from said stored coupon data, and

(d) printing product redemption coupons from said printable coupon data.

35. The method of claim 34 further comprising the step of selecting desired coupon data from said stored coupon data and storing said selected coupon data in said memory.

36. The method of claim 35 further comprising the step of transmitting to said centrally located repository data indicative of said selected coupon data.

37. The method of claim 35 further comprising the step of transmitting to said centrally located repository data indicative of said printed coupons.

38. The method of claim 34 further comprising the step of sorting said stored coupon data by a predetermined classification and storing said sorted coupon data in said memory.

39. The method of claim 34 further comprising the step of generating a shopping list at least partially including some items corresponding to those coupons printed.

40. The method of claim 34 wherein said stored coupon data comprises (i) variable coupon data received from said centrally located repository in response to the user's request, said variable coupon data being indicative of an item to be purchased and a discount or redemption amount to be applied, and (ii) fixed coupon data indicative of and unique to said user.

41. The method of claim 34 wherein said coupon data includes an expiration date field and further comprising the step of deleting from said memory coupon data which has expired.

42. The method of claim 34 wherein said coupon data includes a redemption amount field and further comprising the step of varying the data in said redemption amount field.

43. The method of claim 34 further comprising the step of transmitting user-specific data to said centrally located repository for subsequent processing and analysis.

44. A method of issuing, distributing, remotely generating and redeeming product redemption coupons comprising the steps of:

(a) requesting a centrally located repository of electronically stored product redemption coupon data to transmit sets of said coupon data to a remote user computer;

(b) storing in a memory associated with said remote user computer the coupon data transmitted from said centrally located repository;

(c) generating printable coupon data from said stored coupon data;

(d) printing a product redemption coupon from said printable coupon data;

(e) redeeming said coupon at a consumer store;

(f) obtaining from said coupon data indicative of the redeeming consumer and the product redeemed;

(g) determining from said obtained data subsequent sets of coupon data to be stored in said centrally located repository.

45. The method of claim 44 further comprising the steps of selecting desired coupon from said stored coupon data and transmitting to said centrally located repository data indicative of said selected coupon data; and wherein the subsequent coupon set determination step utilizes said data indicative of said selected coupon data.

46. The method of claim 45 wherein certain of said selected coupon data is printed into coupons and data indicative of said printed coupons is transmitted to said

centrally located repository; and wherein the subsequent coupon set determination step utilizes said data indicative of said printed coupons.

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